

IRREPLACEABLE DOWNTOWN SAN DIEGO  
INVESTMENT OPPORTUNITY





**704 J St** is a rare investment opportunity in the heart of Downtown San Diego’s East Village and adjacent to Petco Park.

The growth of downtown San Diego in the past ten years is consistent with the national trend that emphasizes a return to the ‘Urban Core’, Suburban residents are downsizing and moving back to the urban areas, while younger generations are actively seeking urban environments that support their live, work and play lifestyles. The true live/work/play urban lifestyle Downtown San Diego offers is not duplicated anywhere in Southern California.

**704 J St** benefits from the exposure Downtown’s continued commitment to the redevelopment and revitalization of its urban core.

## THE INVESTMENT

**704 J St**

San Diego, CA

**\$7,650,000**

Asking Price

**7.25%**

In Place CAP Rate

**±12,400 SF**

Total Building Square Feet

**2024**

Year Renovated

**SINGLE TENANT RETAIL**

Investment Type





HIGHLIGHTS

Fully leased retail investment on prime East Village corner in Downtown San Diego

Prime Location

Multi-level space allows for flexibility of future use and tenancy

Flexibility

Located in East Village, Downtown’s fastest growing neighborhood and the epicenter of the tech and development boom

East Village

Long term lease with a national tenant, six locations throughout the US

National Tenant

Situated directly adjacent to Petco Park that hosts 2.3 million annual attendees to Padres home games

Petco Park

Significant increase in development in East Village with 1,500 residential units and 2,668 hotel rooms withing 3 blocks

Path of Development



LEASE TERMS

LEASE RATE

\$3.50 psf, NNN

TERM

10 Years

EXPIRATION

4/30/34

INCREASES

3% Annually

OPTIONS

2-5 Yr

Option 1 - 3% Over Expiring  
with 3% Annual Increases  
Option 2 - FMV



TENANT SUMMARY

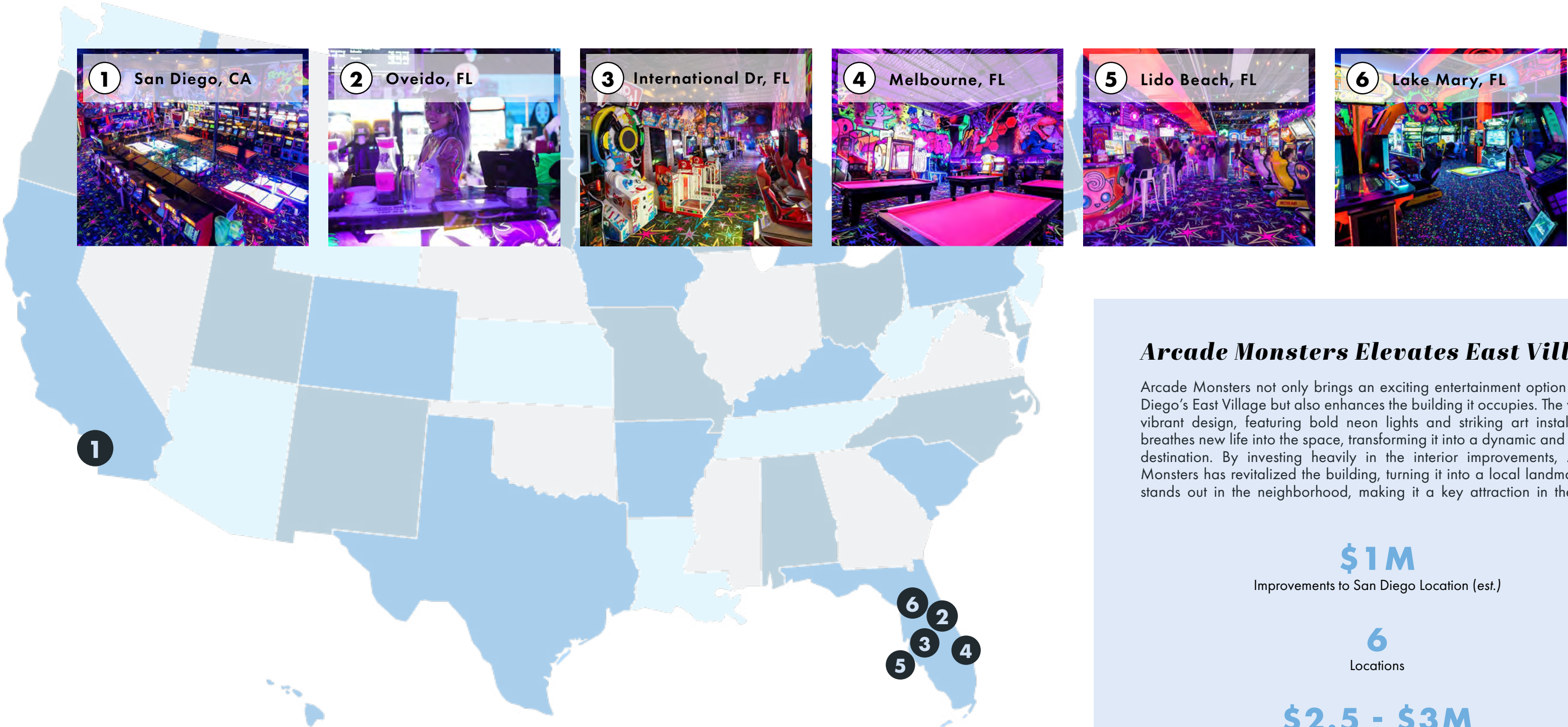
Arcade Monsters

Arcade Monsters has officially opened its doors in San Diego’s East Village, bringing a fresh and exciting blend of retro gaming and public art to the neighborhood. This marks the sixth location for the brand, which has successfully established itself as a premier destination for retro gaming and unique art installations. Each Arcade Monsters location is renowned for generating impressive annual sales, estimated to range between \$2.5 to \$3 million, highlighting the popularity and success of this unique entertainment concept.

Arcade Monsters offers visitors an immersive experience with its vibrant design featuring neon lights, comic book, and anime themes. The venue is packed with dozens of games, including pinball, Japanese rhythm games, popular arcade titles, consoles, and experiential games, all available with an unlimited play option. This latest outpost continues the brand’s tradition of merging art and entertainment in a space that’s as visually captivating as it is fun.

In addition to the extensive gaming options, the tenant has invested an estimated \$1 million in improvements to the space, ensuring a top-notch experience for all visitors. Guests can also enjoy a variety of tavern fare, all-natural slushies, beer, and wine, making Arcade Monsters a must-visit destination for anyone in San Diego looking for a blend of nostalgia, art, and entertainment.

www.arcademonsters.com



Arcade Monsters Elevates East Village

Arcade Monsters not only brings an exciting entertainment option to San Diego’s East Village but also enhances the building it occupies. The venue’s vibrant design, featuring bold neon lights and striking art installations, breathes new life into the space, transforming it into a dynamic and inviting destination. By investing heavily in the interior improvements, Arcade Monsters has revitalized the building, turning it into a local landmark that stands out in the neighborhood, making it a key attraction in the area.

\$1M

Improvements to San Diego Location (est.)

6

Locations

\$2.5 - \$3M

Annual Sales per Location (est.)





## THE LOCATION

### *Downtown's thriving urban enclave and vibrant community*

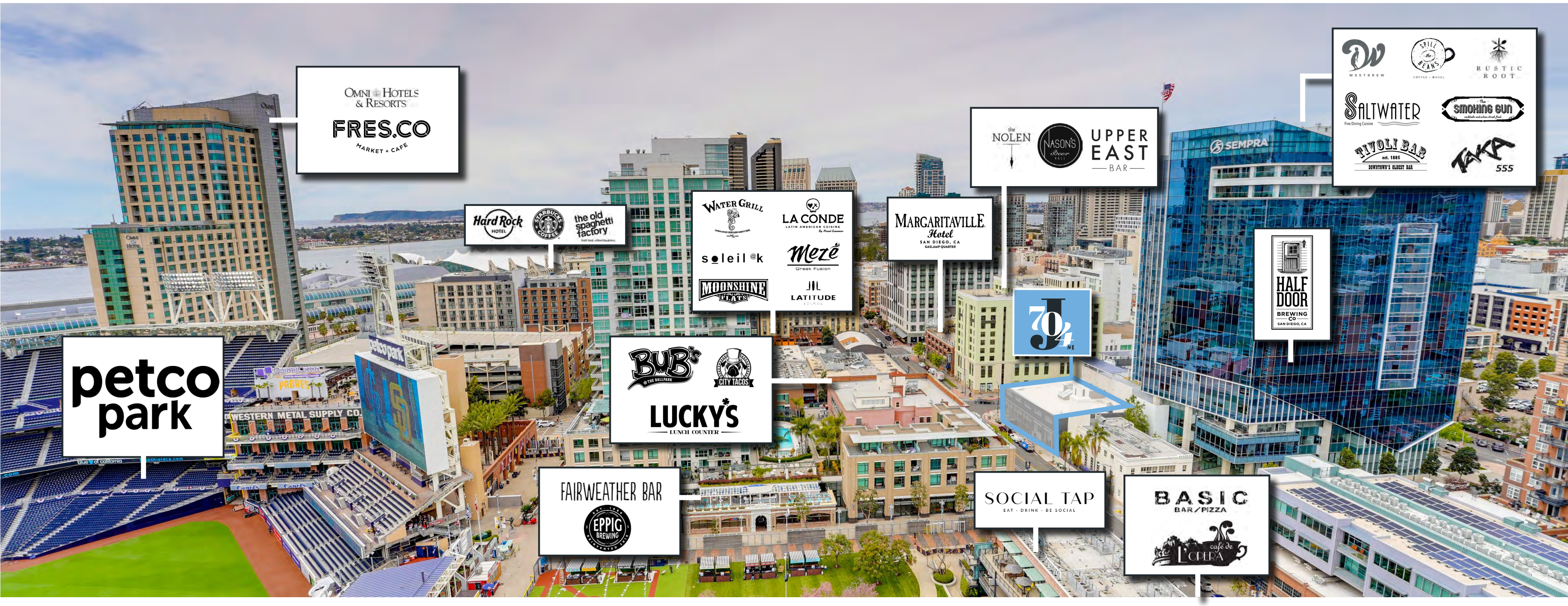
Over the last decade or more, San Diego has experienced a housing and development boom throughout most areas of the city, including East Village. San Diego's downtown East Village neighborhood is emerging as the hotbed for innovation and employment in Southern California. The neighborhood, lined with restaurants and brewpubs, has already drawn in the tech crowd, and companies have converted older buildings into new offices. Amid warehouses and factories, tech companies are moving in.



### TAILGATE PARK

The transformation of Tailgate Park will include residential space, 50,000 square feet of neighborhood-serving retail, 1.3 acre public park, 1.4 million square feet of office space targeted to technology and biotechnology companies, and 1,600 parking spaces.





OMNI HOTELS  
& RESORTS  
**FRES.CO**  
MARKET + CAFE

Hard Rock  
HOTEL

STARBUCKS  
COFFEE

the old  
spaghetti  
factory

WATER GRILL

LA CONDE  
LATIN AMERICAN CUISINE  
*by Miami Cuisine*

soleil@k

Meze  
Greek Fusion

MOONSHINE  
PLATE

JIL  
LATITUDE  
LOUNGE

MARGARITAVILLE  
Hotel  
SAN DIEGO, CA  
GASLAMP QUARTER

the  
NOLAN

NASON'S  
Beer  
BELL

UPPER  
EAST  
— BAR —

WESTBREW

SPILL  
BEANS  
COFFEE + BAGEL

RUSTIC  
ROOT

SALTWATER  
Fine Dining Cuisine

SMOKING GUN  
cocktails and urban street food

TIVOLI BAR  
est. 1885  
DOWNTOWN'S OLDEST BAR

TAKA  
555

HALF  
DOOR  
BREWING  
Co  
SAN DIEGO, CA

704  
ST

petco  
park

BUB's  
@ THE BALLPARK

CITY TACOS

LUCKY'S  
LUNCH COUNTER

FAIRWEATHER BAR

EPPIG  
BREWING  
EST. 1988  
SAN DIEGO, CA

SOCIAL TAP  
EAT · DRINK · BE SOCIAL

BASIC  
BAR / PIZZA

café de  
L'OPERA



DEVELOPMENT

DOWNTOWN’S GAME CHANGERS



**Campus at Horton**

Campus at Horton, the largest adaptive reuse project in the U.S., is a \$330 million redevelopment transforming the 1 million square foot former Horton Plaza into a state-of-the-art hub for tech and life sciences. Designed to revitalize the area, the project also includes retail, dining, and public spaces. [www.hortonsd.com/campus](http://www.hortonsd.com/campus)



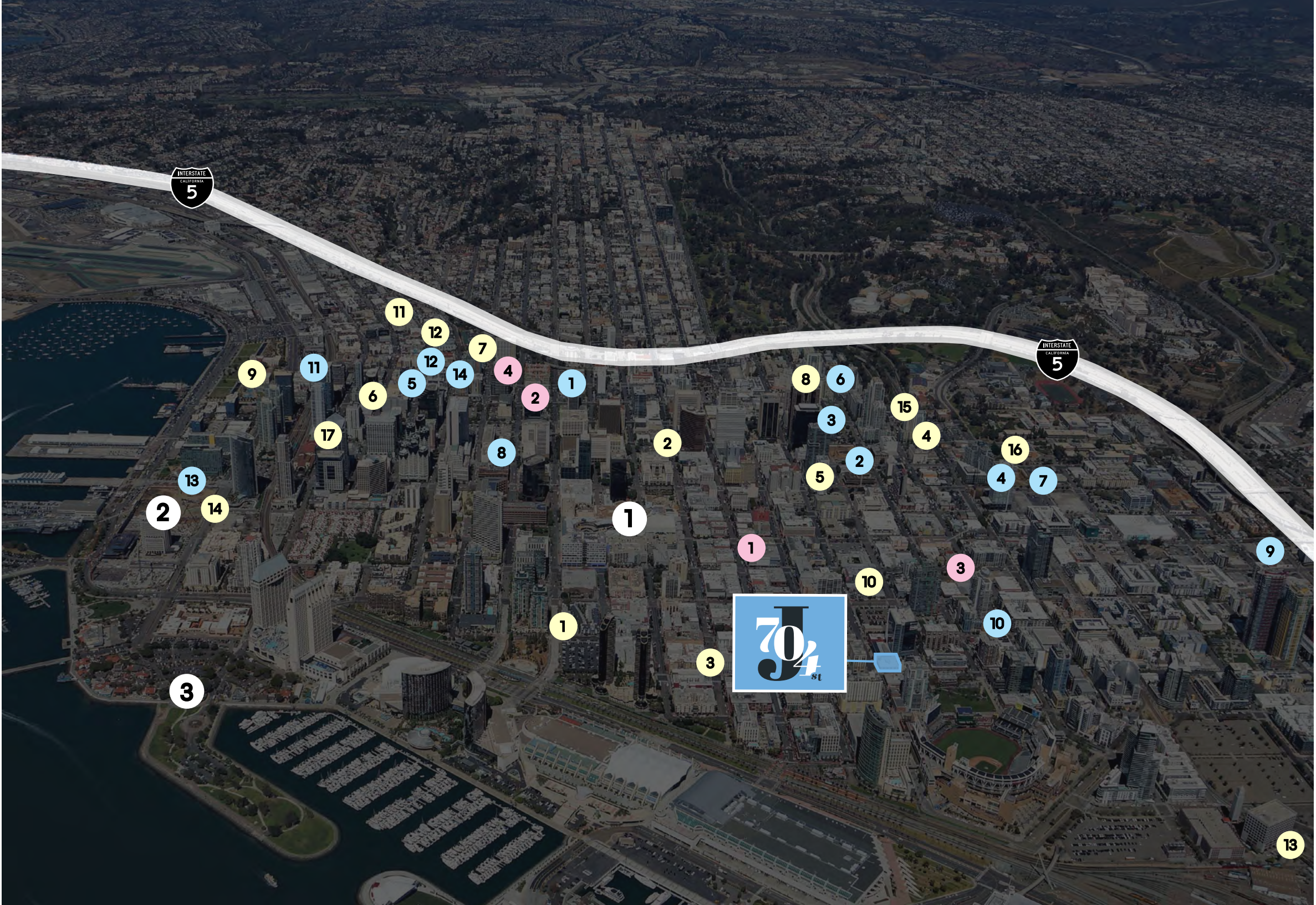
**RaDD**

RaDD’s 8 acre (5 city blocks) waterfront site will host 5 buildings (labs, office, retail) for a total of 1,700,000 SF. RaDD will attract top tier biotech companies to downtown San Diego and over 4,000 new jobs will be created. [www.iqugreit.com/project/radd/](http://www.iqugreit.com/project/radd/)



**Seaport Village**

The \$1.6 billion project will redevelop 70 acres that will include hotels, retail, office, parking, waterside docks, an education center, observation tower and aquarium, paddle board dock, a beach and a bridge that connect to Embarcadero Marina Park South. [www.seaportsandiegoca.com](http://www.seaportsandiegoca.com)



UNDER REVIEW

1. 1st & Island	211 Units
2. 4th & B	301 Rooms
3. 4th & J	240 Rooms
4. 10th & B	542 Units
5. 1304 India	233 Rooms
6. 1460 India	328 Units
7. Air Rights Tower	73 Units
8. Broadway Suites	317 Rooms
9. Cedar Street	110 Units
10. Citizen M	302 Rooms
11. Columbia & Hawthorn	124 Units
12. Essex Addition	42 Rooms
13. Logan Yards	900 Units
14. Manchester Pacific	1161 Rooms
15. Pacific Heights	492 Units
16. Park & Broadway	325 Units
17. Two America Plaza	48 Units; 300 Rooms

UNDER CONSTRUCTION

1. 1st & Beech	220 Units
2. 800 Broadway	389 Units
3. 8th & B	389 Units
4. Broadway Towers	344 Units
5. Columbia & A	159 Units
6. Cortez Hill Apartments	88 Units
7. Harrington Heights	273 Units
8. WEST	431 Units
9. Jefferson Makers Quarter	368 Units
10. K Elevate Hotel	135 Rooms
11. Kettner Crossing	64 Units
12. The Lindley	362 Units; 60 Rooms
13. RaDD	1.7 M SF
14. The Torrey	450 Units

RECENTLY COMPLETED

1. AC Hotel	147 Rooms
2. The Helm	78 Rooms
3. Radian	241 Units
4. Simone Little Italy	395 Units



DOWNTOWN

An enhanced experience  
for an urban lifestyle

CONSISTENT GROWTH

America’s Finest City is one of the top five cities—alongside Boston, San Jose, San Francisco, and Seattle—with the highest rates of job growth in the technology sector.

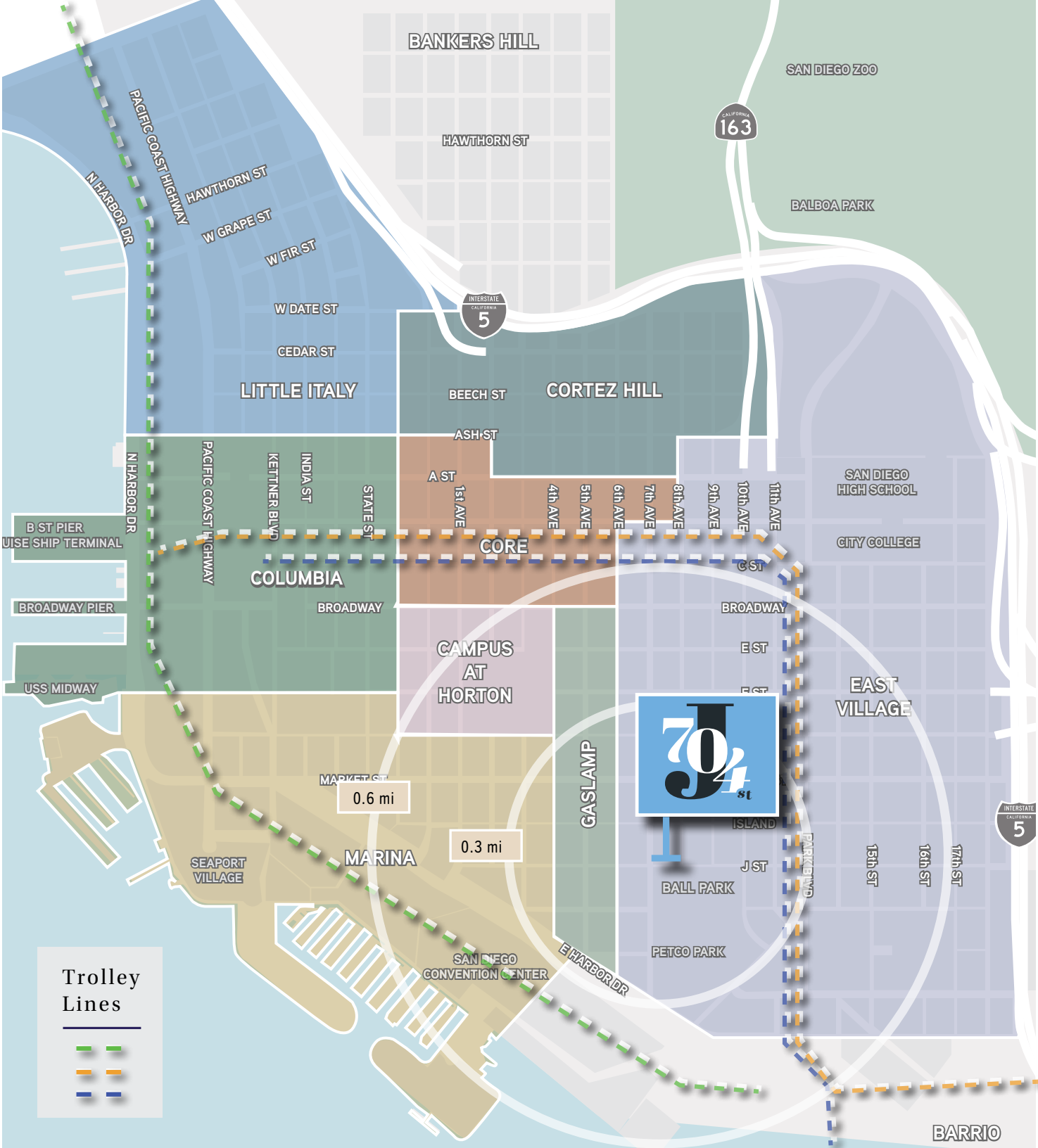
With San Diego’s largest employers having offices in Downtown, it allows employees to walk, bike, take public transportation, or drive only a few minutes to work.

As the national trend to trade in your car for a short walk to work and consistent connectivity to amenities increases, Downtown continues to see growth. San Diego has become a driver for this lifestyle and the next frontier of the innovation economy,

By 2050, the region is expected to grow by roughly 1 million residents, 500,000 jobs and 330,000 housing units.\* As the population increases, new growth and development will continue to cluster around and concentrate within the existing urbanized areas, including Downtown.

Downtown is a regional employment center, a public transportation hotspot and the number one space for innovation firms and startup growth in the region. It’s an urban core that ignites the economic engine of greater San Diego.

\*SANDAG



4,278
units
1.2 M
SF office
within 0.3 mi
13,393
Units
7 M
SF office
5,651
Units under construction & proposed
within 0.6 mi

DOWNTOWN’S EMPLOYERS

The city’s tech scene is putting San Diego on a fast track toward new heights of success. These tech companies in downtown San Diego making it all happen.

- Procore Technologies
- Mitek Systems
- Classy
- GoFormz
- Flowmon Networks
- Jungo
- Certify
- Reflexion Health





# WHY DOWNTOWN

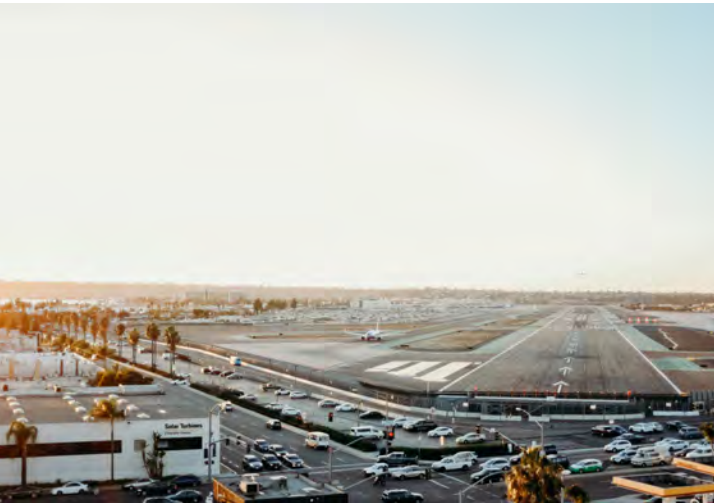
Downtown is home to many attractions for residents as well as those who visit from outside the area. According to a survey of San Diegans who live and visit the Downtown area, Petco Park, Seaport Village, and Little Italy are the top three attractions. Downtown also has a reputation as the premier location for nightlife activities, attracting visitors from across the county and outside the region. Yet, those living downtown are more likely to enjoy these amenities.

The planned growth of Downtown will only boost its popularity among desirable American cities to live, work & play.

Forbes

San Diego is becoming Southern California's coolest city.

TRAVEL+LEISURE



32.3M

Annual Visitors to San Diego



22,783

Existing Residential Units

8,402 Units Under Construction & Proposed



14.9 M

Existing Total Office SF

2.5 M SF Under Construction & Proposed



15,764

Existing Hotel Rooms

3,541 Rooms Under Construction & Proposed



16.5

blocks

Downtown San Diego is the West Coast's premier entertainment district

4

major entertainment venues

Petco Park  
SD Convention Center  
Balboa Theatre  
Horton Grand Theatre

65k

daytime population

San Diego's thriving urban center attracts both visitors and tourists





DEMOGRAPHICS

3.3M+

population of  
San Diego County

2nd

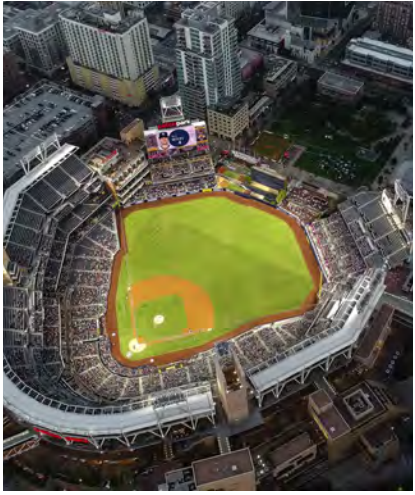
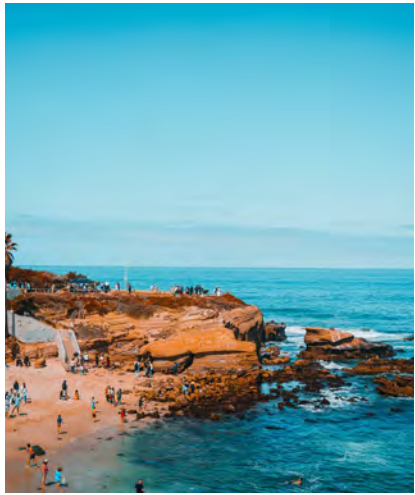
largest city  
in CA

In San Diego’s North County, the agricultural community produces quantities of flowers and magnificent produce. Wine growers are also making a mark by growing and harvesting quality grapes that become excellent wines, which are served at some of the most elegant restaurants and resorts in the region. Along the west, 70 miles of Pacific Ocean coastline not only supports year-round outdoor recreation, such as surfing, boating, sailing and swimming, but also important scientific research at the Scripps Institution of Oceanography.

San Diego’s arts and culture and culinary arts are booming. The hottest, new culinary arts talents prepare award-winning meals throughout the region’s 6,400 eating establishments. Balboa Park, the largest urban cultural park in the U.S., is home to 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and the world-famous San Diego Zoo.

San Diego County also features 92 golf courses and a variety of exciting participatory and spectator sports, beachfront resorts and luxury spas, gaming, a dynamic downtown district, annual special events and unique holiday offerings, multicultural festivals and celebrations, colorful neighborhoods and communities, a rich military history and much more.

The most difficult decision to make regarding a vacation to San Diego is determining what to do and see among the region’s vast and diverse offerings. San Diego County promises a truly remarkable vacation experience for everyone.



SAN DIEGO

California’s 2nd Largest City

California’s second largest city and the United States’ eighth largest, San Diego boasts a citywide population of nearly 1.3 million residents and more than 3 million residents countywide. Within its borders of 4,200 sq. miles, San Diego County encompasses 18 incorporated cities and numerous other charming neighborhoods and communities, including downtown’s historic Gaslamp Quarter, Little Italy, Coronado, La Jolla, Del Mar, Carlsbad, Escondido, La Mesa, Hillcrest, Barrio Logan and Chula Vista just to name a few.



4

Ranked No. 4 Top  
Life Sciences and  
Biosciences locations



\$42.1B

14 advanced industries  
produce \$42.1 billion



1

Rated No. 1 in concentration  
of military/defense assets in  
the world

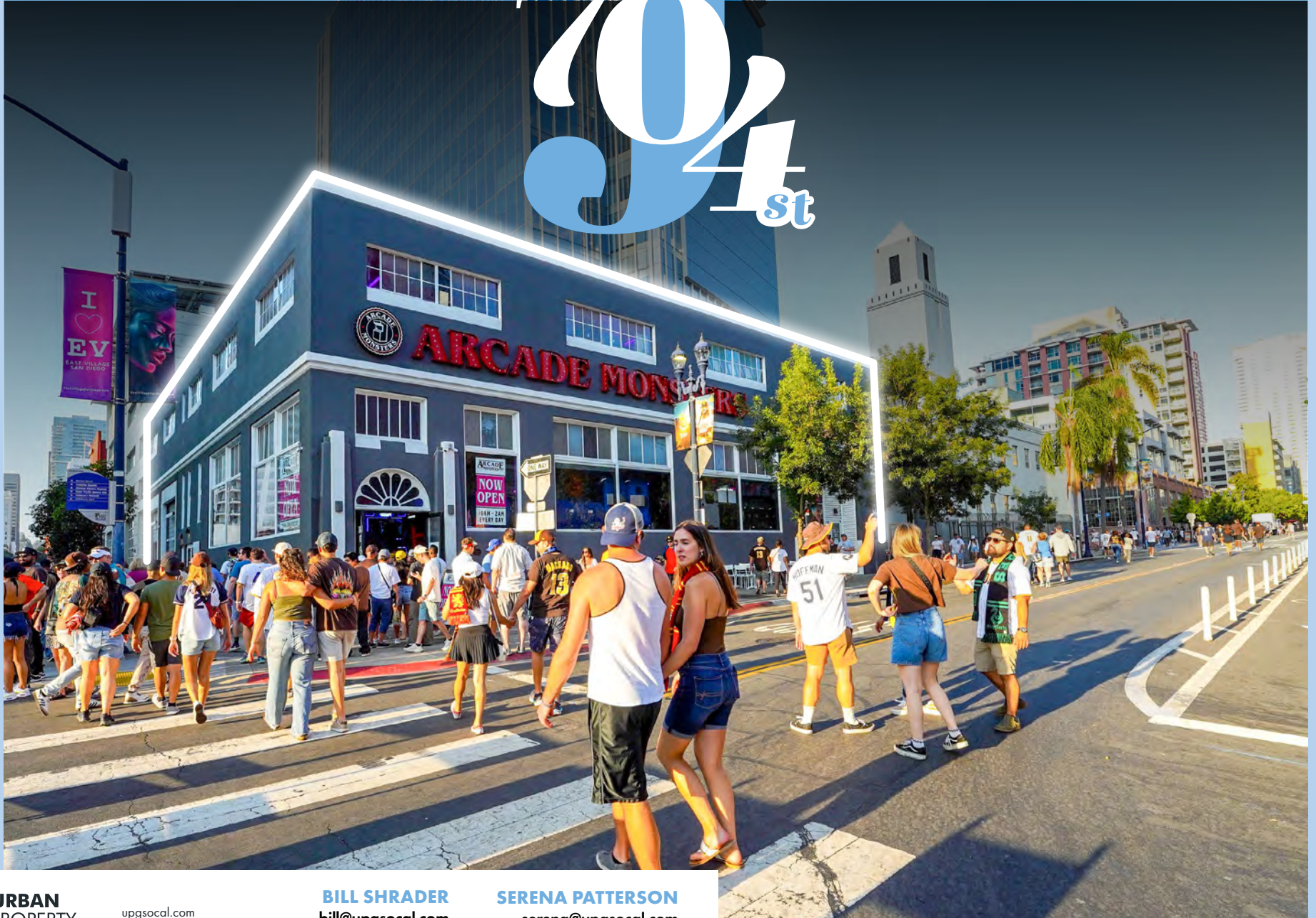


2

Rated No. 2 as the Most  
Inventive City in the World  
(Forbes)



# 704<sup>st</sup>



**URBAN**  
PROPERTY  
GROUP EST. 1989

[upgsocal.com](http://upgsocal.com)  
858.874.1989

**BILL SHRADER**  
[bill@upgsocal.com](mailto:bill@upgsocal.com)  
Lic. No. 01033317

**SERENA PATTERSON**  
[serena@upgsocal.com](mailto:serena@upgsocal.com)  
Lic. No. 01721040